**Изображение выглядит как текст, снимок экрана, Шрифт, логотип

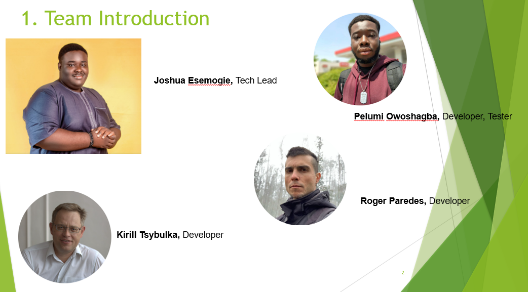
Автоматически созданное описаниеTitle Slide:**

Good afternoon, everyone. Welcome to our presentation. Today, we’re excited to introduce you to our project: the 'Caloric + Macro Nutritional Calculator.'

In this project, we aim to provide a comprehensive tool that helps users track and manage their caloric intake and macro nutrients effectively. Whether you're looking to maintain a balanced diet, achieve specific fitness goals, or simply improve your overall nutrition, our calculator is designed to assist you with precision and ease.

Let’s dive into how this tool works and the benefits it offers.

-------------------------------------------------------------------------------------------------------------

**Slide 1: Team Introduction**

Before we start, let me introduce you to our awesome team who has been working hard on this project.

First up is ***Joshua*** Esemogie, our Tech Lead. Joshua makes sure we’re on the right track technically and follows best practices. He’s deeply involved in both coding and testing to keep everything running smoothly.

Next, we have ***Roger*** Paredes, one of our Developers and also a Presenter. Roger writes code for the project and helps build new features. He’s also great at preparing and showing presentations to keep everyone updated on our progress.

Then there’s ***Kirill*** Tsybulka, another Developer and Presenter. Kirill helps with developing new features and also helps present what we’ve been working on, highlighting the cool stuff we’ve accomplished.

Finally, meet ***Pelumi***Owoshagba, our Developer and Tester. Pelumi writes and reviews code and is really good at testing the application. This helps us find and fix any issues to make sure everything works as it should.

Together, our team brings a lot of skills to the table to make this project a success. We’re excited to show you what we’ve done and hear your thoughts.

-------------------------------------------------------------------------------------------------------------

**Изображение выглядит как текст, снимок экрана, графический дизайн, мультфильм

Автоматически созданное описаниеSlide 2: Introduction**

***Purpose:*** Our web app is here to help you stay motivated, guide you with expert advice, and support your fitness journey. We provide personalized and practical nutritional tips to make sure you get the best results for your health goals. Think of it as your friendly fitness coach that’s always available to help you improve and stay on track.

***Goal:*** We’ve created this app to fill an important need in the fitness world. It’s designed to give you spot-on, customized nutritional advice based on your personal details like weight, height, age, activity level, and fitness goals. This tailored approach means you get advice that fits your unique needs, making it a must-have tool for anyone serious about getting fit and staying healthy.

-------------------------------------------------------------------------------------------------------------

Изображение выглядит как текст, снимок экрана, логотип, Шрифт

Автоматически созданное описание**Slide 3:** **Project Description**

**Features:**

* **Caloric & Macro Nutritional Calculator:** This tool helps you get the right amount of calories and nutrients based on your personal needs. Just enter your weight, height, age, activity level, and fitness goals, and it will give you a customized plan to achieve your objectives.
* **Easy Input:** Simply fill in your details, and our app will take care of the rest, showing you exactly how many calories and what kind of nutrients you need to reach your goals.

**Optional Features:**

* **User Accounts:** Create an account to track your progress over time. This way, you can see how you’re doing and stay motivated.
* **Progress Tracking:** Monitor your achievements and improvements with our progress tracking feature, making it easier to stay on top of your fitness journey.

This project is all about making it easier for you to get personalized fitness advice and keep track of your progress in a user-friendly way.

-------------------------------------------------------------------------------------------------------------

**Slide 4. Project Business Case: Consumer Demand**

 **High Demand:** More and more people are focusing on improving their health and fitness. They want to eat better, exercise more, and live healthier lives. This growing interest creates a strong need for tools that can help them with their health goals.

**Challenges:** Even though people want to get healthier, many struggle because they don’t have the right information or personalized advice. They might not know how many calories they should eat or how to balance their diet. Our app can solve these problems by giving them clear, tailored guidance to help them succeed.

-------------------------------------------------------------------------------------------------------------

**Slide 5. Project Business Case: Target Audience**

Изображение выглядит как текст, снимок экрана, человек, одежда

Автоматически созданное описание

1. **Primary Users:**
   * **Fitness Enthusiasts:** People who are passionate about maintaining and improving their fitness levels.
   * **Athletes:** Individuals looking to optimize their diet and nutrition for better performance.
   * **Health-Conscious Individuals:** Those interested in tracking and improving their health through personalized nutritional advice.
2. **Professionals:**
   * **Personal Trainers:** Professionals who need accurate dietary and caloric recommendations for their clients.
   * **Nutritionists:** Experts who use precise nutritional data to guide their clients’ dietary plans.
   * **Fitness Industry Professionals:** Individuals working in the fitness sector who require reliable tools to assist their clients.

**Ideal For:**

* **Gyms:** Perfect for gyms looking to offer their members a helpful tool for personalized nutrition and fitness advice.

1. Enhanced Member Experience: Gyms can offer personalized nutritional advice and progress tracking as value-added services, improving member satisfaction and retention.
2. Attract New Members: Offering advanced tools like a caloric and macro nutritional calculator can differentiate gyms from competitors and attract new members.
3. Integrate Fitness Programs: Gyms can integrate the app’s features with their fitness programs to provide a holistic approach to fitness and wellness.

* **Protein Supplement Companies:** Great for companies selling protein supplements to add value for their customers with personalized diet tips.

1. Targeted Marketing: Integrate with the app to promote protein supplements based on users' dietary needs and fitness goals, increasing product relevance and sales.
2. Brand Visibility: Leverage the app to reach a health-conscious audience who are actively seeking ways to enhance their fitness and nutrition.
3. Data-Driven Insights: Access user data to understand fitness trends and preferences, allowing for better-targeted marketing strategies

* **Sports Brands:** Useful for sports brands wanting to connect with their audience by offering a tool to improve their fitness and nutrition.

1. Increased Brand Engagement: Partner with the app to engage with users through sponsored content, advertisements, and promotions tailored to fitness enthusiasts.
2. Product Placement Opportunities: Feature sports gear, equipment, and apparel within the app to reach a targeted audience interested in fitness.
3. Collaborative Campaigns: Collaborate on fitness challenges, events, or content to boost brand visibility and connect with a dedicated fitness community.

-------------------------------------------------------------------------------------------------------------

**Slide 6. Project Business Case: Competitive Advantage**

Изображение выглядит как текст, снимок экрана, графический дизайн, Рекламный проспект

Автоматически созданное описание

Unique Selling Points

***1. Personalization:***

Tailored Recommendations: Provides accurate caloric and macronutrient recommendations based on individual user data, such as weight, height, age, and activity level.

Custom Fit: Adapts to each user’s specific fitness goals, whether it’s weight loss, muscle gain, or maintenance, ensuring that advice is relevant and actionable.

***2. User Experience:***

Intuitive Interface: Designed with user-friendly navigation and a clean layout to ensure ease of use for all fitness levels.

Effortless Interaction: Features are straightforward and easy to access, making it simple for users to input data and receive results quickly.

***3. Progress Tracking:***

Enhanced Engagement: Optional feature allowing users to log and monitor their progress over time, fostering long-term engagement and motivation.

Goal Achievement: Helps users stay on track with their fitness goals by providing regular updates and insights into their progress.

***4. Continuous Improvement:***

Regular Updates: Frequent enhancements based on user feedback and the latest trends in fitness and nutrition to ensure the app remains relevant and effective.

Adaptability: Incorporates new research and technological advancements to continuously refine recommendations and user experience.

-------------------------------------------------------------------------------------------------------------

**Slide 7. Project Business Case: Monetization Strategy**

Изображение выглядит как текст, снимок экрана, графический дизайн

Автоматически созданное описание

**1. Partnerships:**

* Fitness Brands: Collaborate with gyms, personal trainers, and fitness coaches to feature their services or products in the app. These partnerships could include in-app promotions, sponsored content, or branded challenges and programs. For example, a gym could offer exclusive discounts to users of the app or provide special workout plans that are accessible only through the app.
* Food and Supplement Companies: Partner with companies that sell nutritional supplements, protein powders, or health foods. These companies could advertise their products directly within the app or offer exclusive deals to users. For instance, users could receive discount codes for protein supplements based on their fitness goals or dietary needs.
* Affiliate Marketing: Set up affiliate programs with various fitness and health-related products or services. Promote these products within the app using affiliate links, and earn commissions on sales generated through those links. This could include workout gear, meal plans, or health apps.

**2. Advertising:**

* Google Ads: Once the app has a solid user base, integrate Google Ads to display targeted advertisements. Use Google AdMob or Google AdSense to monetize through banner ads, interstitial ads, or video ads. Tailor the ads to fit the interests and needs of the app users to increase engagement and revenue.
* Network Ads: Partner with ad networks other than Google to diversify advertising revenue. Networks like Facebook Audience Network or InMobi can offer additional ad formats and targeting options. Consider experimenting with different ad types to find what works best for your audience.
* Premium Advertising Opportunities: Offer premium advertising options for brands, such as featured placements or sponsored content. Allow brands to create custom advertisements that align closely with the app’s user experience, such as interactive ads or exclusive offers that users can unlock through app engagement.
* In-App Purchases: Introduce in-app purchases for enhanced features, such as advanced analytics, personalized workout plans, or ad-free experiences. Users who are highly engaged with the app might be willing to pay for these additional features, creating an additional revenue stream.

**Possible discussion:**

***Sell to a Larger Company:*** If our app becomes popular and attracts many users, big companies in the fitness or health industry might want to buy it. They could use it to enhance their own products or expand their business. This sale could bring in a significant amount of money and help us focus on new projects.

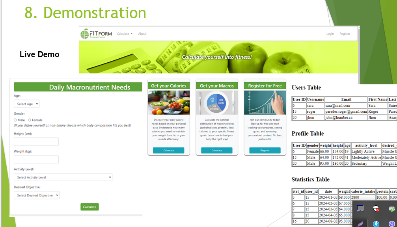
***Licensing Opportunities:*** We could allow other companies to use our app’s technology under their own brand names. This means they pay us for the right to use our technology, providing a steady income stream. It’s like renting out our app’s features to other businesses.

***Partnerships and Collaborations:*** The app could be used in partnerships with fitness experts, gyms, or health influencers. For example, we could team up with a popular gym chain to offer a branded version of our app. These partnerships can drive more users to the app and increase its market value.

***Expansion and Scaling:*** As the app grows, we can add new features or integrate it with other fitness and health tools. This makes the app more valuable and attractive to buyers or partners because it offers more benefits and features.

-------------------------------------------------------------------------------------------------------------

**Slide 8: Demonstration**



Now, let’s move on to the exciting part of our presentation: the live demo of our web application!

We going to show you how our tool works in real-time. We’ll start by inputting some sample data to see how it calculates caloric and macro nutritional recommendations. Next, we’ll highlight how you can view these recommendations and track your progress over time.

Let’s dive in and see the application in action

-------------------------------------------------------------------------------------------------------------

Изображение выглядит как текст, снимок экрана, логотип, белый

Автоматически созданное описание

**Slide Questions**

Thank you for your attention! We’ve now reached the end of our presentation. If you have any questions or need more details about the project, please feel free to ask. We’re here to help and would love to hear your thoughts